

Supporting Information

Survey Recruitment and Response Rates

Google Consumer Surveys shows online questionnaires to consumers while browsing websites; they fill out the survey to access content. Once a survey is launched, it is shown to consumers until the number of participants requested is obtained. Given people may access and complete a survey simultaneously, it is possible to garner more responses than intended. Each time a survey is shown to a consumer is recorded as one “impression.” Dividing the number of survey responses by the number of impressions yields the response rate.

For Survey 1, we intended to recruit 3,500 participants. A total of 15,185 impressions and 3,852 responses were recorded for a response rate of 25.37%. As participants would need to pass the screening question for Survey 2, we anticipated the survey would need to be shown to more participants. A total of 25,130 impressions were recorded for the screening question, and 5,536 participants answered that question (a 22.03% response rate). Of the 5,536 participants, 731 were shown a follow-up question, and there were 618 responses, yielding a response rate for Survey 2 of 84.54% among participants who passed the screening question.

We followed a similar recruitment method for the 2016 surveys. We considered the sample size and response rates for the 2015 surveys when determining the number of participants to recruit. We intended to recruit 4,000 participants for Survey 3 and 700 participants for Survey 4 to allow for comparable sample sizes as Surveys 1 and 2, respectively. For Survey 3, there were 26,782 impressions and 4,376 responses, yielding a response rate of 16.34%. A total of 9,304 impressions were recorded for the screening question for Survey 4; 2,112 participants were shown a follow-up question, which yielded 729 responses and a 34.52% response rate. We then recruited an additional 700 participants to complete Survey 4 with survey questions in reverse

order to rule out potential order effects. In that survey, there were 776 responses to a follow-up question out of 2,208 impressions (a 35.14% response rate). We combined data for both administrations of Survey 4 to represent the fourth survey. Survey 4, therefore, had a total of 4,320 impressions and 1,505 responses, or a response rate of 34.84% among participants who passed the screening question.

We excluded participants from our analyses for which there were no inferred demographic data. Table S1 summarizes the total number of recruited participants, responses, and survey impressions for each survey as well as the response rate. We also included the number of participants who were included in our analyses for each survey.

Table S1. *Survey recruitment and response rates by survey*

Survey	Survey year	N	Participants recruited	Total responses	Total survey impressions	Response rate
1	2015	3,366	3,500	3,852	15,185	25.37%
2	2015	512	600	618	731	84.54%
3	2016	3,317	4,000	4,376	26,782	16.34%
4	2016	183	1,400	1,505	4,320	34.84%